

ABSTRACT

An automatic scrolling mechanism that converts the passive browser/web/computer media or any other information repository into an active media that can actively present and “push” information to the 5 users/viewers while retaining the browser/web media’s existing “pull” and interactivity functions. The same mechanism applied in TV/Video Media can give the TV/Video Media interactivity. The automatic scrolling can be controlled by placing a cursor on various control icons, such as a respective end of a floating border structure. The structure may be a box or a line. Furthermore, the 10 structure may be a cluster of arrows, or other symbols. In operation, while the cursor is on the respective end, automatically scrolling occurs to bring forth the content that extends beyond the field of view of the browser display window into view. As the content is scrolled, the content is moved into the field of view of the browser display window in a predetermine direction designated by the 15 respective end. Sub-windows are also designed to be independently and automatically scrolled or floated with respect to the content of the main browser window. Furthermore, this invention automatically activates links created in an information repository, actively retrieves the linked information, and automatically present and scroll the retrieved information to the users/viewers 20 of the repository. As the content is automatically scrolled, the repository is

pushed to the user and allured to further navigate there through the repository.